

UNCLASSIFIED

U. S. Department of Justice
Federal Bureau of Investigation



(U) Social Networking Sites and FBI Employee Guidance

foursquare

myspace.com

Technorati

facebook

delicious
social bookmarking

digg

WIKIPEDIA
The Free Encyclopedia



Twitter

You Tube
The World's Video Platform

PLEASE FOR ME

Linked in



Security Division
OPSEC Support Staff
And

The FBI OPSEC Working Group

2012

UNCLASSIFIED



UNCLASSIFIED



UNCLASSIFIED

UNCLASSIFIED

TABLE OF CONTENTS

SOCIAL MEDIA SITES BACKGROUND	3
GLOBAL SOCIAL MEDIA TRENDS	4
GUIDELINES.	6
GUIDELINES FOR POPULAR SITES.	11
POPULAR SOCIAL MEDIA WEBSITES.	12
OPSEC INCIDENTS AND EXAMPLES	15
CONCLUSION	17
GLOSSARY	18

UNCLASSIFIED



UNCLASSIFIED

2

UNCLASSIFIED



UNCLASSIFIED

SOCIAL MEDIA BACKGROUND

INTRODUCTION TO SOCIAL NETWORKING SITES (SNS)

- (U) SNS are among the most popular components of Web 2.0, which is a second generation of the World Wide Web that allows individuals to interact and share information online. At various SNS, individuals are allowed to create personal

profile pages that may include pictures, video, and postings on personal interests.

- (U) These sites allow each user to maintain a list of friends who may also post messages on his/her profile page.
- (U) A user can choose who has access to the information posted on his/her profile page (e.g., users on the same network or group, confirmed friends, the general public).
- (U) According to a February 2012 press release from *ComScore*, Facebook more than tripled its U.S. visitors from 54.5 million in December 2008 to 163.5 million in December 2012. [Worldwide, Facebook draws 845 million monthly active users, and is available in more than 70 languages.]

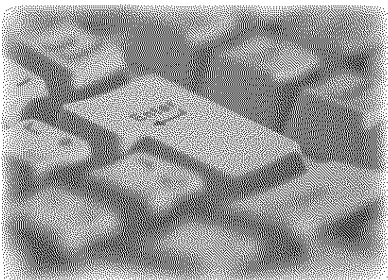


UNCLASSIFIED

UNCLASSIFIED

4

GLOBAL SOCIAL MEDIA TRENDS

- (U) According to a June 2010 *World Internet Usage Statistics News and Population Stats*, approximately 1.966 billion people (out of approximately 6.846 billion globally) use the internet.
- (U) According to the Department of Homeland Security, cyber attacks against government and private networks increased from 4,095 in 2005 to 72,065 in 2008.
- (U) Nearly sixty-three percent of American adults maintain a profile on  SNS. Nearly eighty percent have used privacy settings to restrict access by strangers, according to a February 2012 survey by the Pew Research Center.
- (U) The Federal Trade Commission estimates that as many as 200,000 million Americans had their identities stolen in 2011.
- (U) According to *Alexa.com*, one of the largest web crawls, Facebook was the second most trafficked site in the world as of March 2011, as well as the top photo-sharing site with 10 billion photos uploaded.
- (U) A recent study by the National Cyber Security Alliance reported that although 57 percent of individuals on SNS admit to worrying about becoming a victim of cyber crime, they still provide information that may put them at risk.
- (U) According to *Technorati*, a leading blog search engine and directory, there are 112.8 million blogs and 250 million pieces of tagged social media online. More than 175,000 new blogs are created each day.

UNCLASSIFIED

UNCLASSIFIED

- (U) Seventy-eight percent of American adults (age 18 and older) use the Internet (Pew Research Center, August 2011).
- (U) Sixty-three percent of all Americans are part of a wireless, mobile population that participates in digital activities away from home (Pew Research Center, February 2012).
- (U) Facebook and other popular SNS have developed applications that can identify a user's personal information. Home addresses, for example, can be found and mapped within a matter of seconds. Location services have become extremely popular as more people take advantage of smart phones with GPS and other mapping capabilities. The Facebook application can either be downloaded or viewed via the mobile Facebook page, and its settings can be changed manually to allow "friends of friends" or the general public to view a user's personal information.

UNCLASSIFIED

UNCLASSIFIED

6

GUIDELINES

- (U) *The guidelines below have been provided to increase awareness of the potential threats and risks that employees may experience when accessing SNS on personal, non-government systems. SNS, web pages, email accounts, and wireless access points are all vulnerable to identity theft and information aggregation. Adversaries include hackers, foreign intelligence agents, terrorists, and criminals who may target you or your family, friends, neighbors, and/or coworkers.*
-

- | | |
|---|--|
| <p>(U) SNS are a counterintelligence (CI) and operations security (OPSEC) concern because critical, sensitive, and/or personal information may inadvertently be disclosed. FBI personnel should be careful when providing any information online about themselves, their organization, or their job. They should refrain from disclosing on any section of their user profiles that they work for the FBI or the Department of Justice. FBI personnel must also consider each word that they post, as these posts will remain indefinitely in cyberspace.</p> | <p>(U) FBI personnel should not provide details regarding their work associates, official position, or duties.</p> |
| <p>(U) FBI personnel shall not promote their personal or professional importance in profile(s) or posting, as this may make them a potential target for adversaries to exploit.</p> | <p>(U) FBI personnel shall not advertise weaknesses, vulnerabilities, or loopholes within FBI systems or capabilities.</p> |
| | <p>(U) FBI personnel shall limit the amount of personal information that they post on SNS. Do not post information that would make you vulnerable, such as your home address or information on your schedule/routine (e.g., on Twitter or LinkedIn). If your friends or connections post information about you make sure that the combined information is not more than you would be comfortable with strangers knowing. Also be considerate when posting informa-</p> |

UNCLASSIFIED

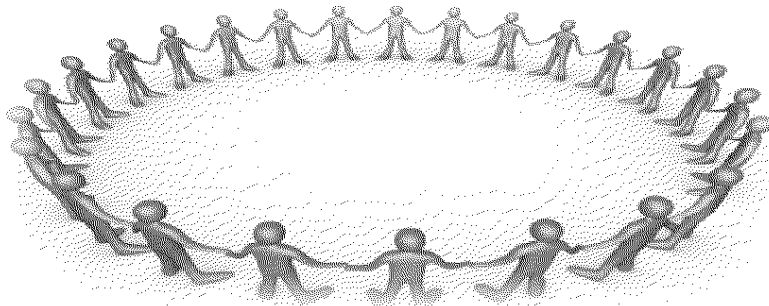
UNCLASSIFIED

- tion on your connections, including photographs (e.g., on Facebook, MySpace, or dating websites).
- (U) FBI personnel are prohibited from using FBI Information Systems (IS) to access publicly-accessible SNS for non-FBI business purposes.
- (U) FBI personnel who access SNS for personal use from non-FBI IS (e.g., home or publicly-available IS) shall not disclose information pertaining to FBI operations or any other information gained by virtue of FBI employment, either during or after their tenure of service with the FBI. This includes photographs or videos involving official FBI-related matters and/or FBI facilities.
- (U) FBI personnel shall not establish any publicly accessible SNS that represents itself as an official FBI site or as affiliated with the FBI.
- (U) FBI personnel shall not use or associate official FBI email accounts with personal social networking accounts.
- (U) FBI personnel shall comply with the FBI Seal, Name, Initials, and Special Agent Gold Badge Policy, Corporate Policy Directive 0266D, regarding any use of the FBI seal, name, initials, or Special Agent gold badge, to include use on publicly available SNS.
- (U) Any suspected or confirmed cases of information spillage and/or disclosure of U.S. Government Protected Information (USGPI) on a publicly-accessible SNS shall be immediately reported to the Chief Security Officer.
- (U) FBI personnel should remember that the Internet is a public resource. They should only post information that they are comfortable with anyone accessing. This includes information and photos in profiles, blogs, and other forums. Once information is posted online, it cannot be retracted. Even if an individual removes information from a web page, the saved or cached versions of that page may still exist on other users' systems. (This applies to all SNS.)
- (U) FBI personnel should evaluate the user settings for their online

UNCLASSIFIED

UNCLASSIFIED

8



profiles. It is critical to take advantage of SNS' privacy settings. The default settings for some sites may allow anyone to see a user's profile. Settings can be customized to restrict access to certain people. However, the risk remains that even private information can be exposed. Therefore, caution is necessary when posting any information that may be unsuitable for the public to access, when deciding which applications to enable, and when checking settings to determine what information the applications will be able to access. (See the recommended privacy setting examples that follow this information.)

(U) FBI personnel should protect their accounts by choosing strong passwords that cannot be easily guessed. A strong password is one that uses character classes: uppercase and lowercase letters, numbers, symbols, and/or special characters (e.g., *%).

(U) FBI personnel should verify the privacy policies on SNS. Some SNS may share information, such as email addresses or user preferences, with other companies. This may lead to an increase in spam (i.e., junk mail). FBI personnel should also review SNS' policies for handling referrals to ensure that their friends are not being unintentionally registered to receive spam. Some SNS

UNCLASSIFIED

UNCLASSIFIED

- will continue to email invitations to everyone referred by account owners until they agree to join.
- (U) FBI personnel are strongly encouraged to use and maintain anti-virus software. Because attackers are continually writing new viruses, it is important to keep definitions up to date. It is also important to keep all computer applications up to date, as old versions may be exploited by criminals as a way to access the computer.
- (U) Although the majority of individuals accessing SNS do not pose a threat, there are malicious people being drawn to SNS due to the accessibility and amount of personal information that they make available. The more information that can be learned about an individual, the easier it becomes for a malicious person to exploit him/her. Predators may form relationships online and then convince unsuspecting individuals to meet them in person, creating a potentially dangerous situation. Malicious people may also use personal information to coerce an individual into providing them with information that they should not be able to access (i.e., social engineering).
- (U) Any information provided on an individual's location, hobbies, interests, and/or friends can be used by a malicious person to impersonate a trusted friend and convince that individual to disclose other personal or financial data.
- (U) Children are especially susceptible to the threats that SNS present. Although many sites have age restrictions, children may misrepresent their ages in order to join. Parents can ensure that their children become safe and responsible Internet users by being aware of their children's online habits and guiding them to appropriate sites.
- (U) The FBI has a program or app called "Safe Online Surfing" available to help protect kids from online predators.
- (U) Parents should talk to their children about not identifying a parent as an FBI employee on SNS.

UNCLASSIFIED

UNCLASSIFIED

10

- (U) FBI personnel should not post any information on SNS (including photography) that is not already in the public domain and could reasonably be expected to affect the personal security of work associates or the operational security of the FBI and its personnel. This includes such information as the official position(s) of the poster and/or any work associate. To the extent practicable, FBI personnel should take reasonable precautions, including the communication of potential risks of disclosure, to guard against friends and/or relatives posting information about their professional affiliations onto SNS.
- (U) FBI personnel should not post information on SNS that would make them vulnerable to physical harm, emotional distress, other disruptive behavior, or threats thereof. If information about FBI personnel is posted on SNS by friends or connections, then FBI personnel should take all reasonable steps to ensure that the combined information is not more than they would be comfortable with the public knowing.
- (U) FBI personnel should be wary of strangers. The Internet makes it easy for people to misrepresent their identities and motives. FBI personnel should consider limiting the people who are allowed to contact them on SNS. If interacting with people they do not know, FBI personnel should be cautious about the amount of information that they reveal (e.g., on Facebook, MySpace, YAHOO, MSN Messenger, etc.), especially in person.
- (U) The more letters, numbers, and special characters used, the stronger a password becomes. Compromised passwords may allow malicious people to access SNS accounts and pretend to be their owners.

UNCLASSIFIED

UNCLASSIFIED

GUIDELINES FOR POPULAR SITES



WIKIPEDIA

- (U) Wikipedia (www.wikipedia.org) is a resource for conducting research and a community of people with similar interests who help shape and guide what is posted under online entries. It has a strong set of rules for editing entries.
- (U) Wikipedia's "Law of Unintended Consequence" states, "If you write about yourself or your organization in Wikipedia, you have no right to control its content, or delete it, outside your normal channels."
- (U) "Content is not deleted just because somebody doesn't like it. If there is anything

publicly available on a topic that you would not want included in an article, it will probably find its way there eventually. Therefore, don't create promotional or other articles lightly, especially on subjects you care about."



- (U) Flickr Photosharing - Flickr is a popular photosharing website that allows users to post images that are generally visible and available for download by the general public. It is important to abide by the community guidelines and to be cautious when uploading. Guidelines are available at www.flickr.com/guidelines.gne and www.google.com/. Always review Terms of Use.

UNCLASSIFIED

UNCLASSIFIED

12

POPULAR SOCIAL MEDIA WEBSITES



DIGG

- (U) **Digg** is a social bookmarking website that allows people to share and view content from all over the Internet. All material is user-submitted and voted upon by visitors. The more "Diggs," or votes, a story receives, the higher it goes up the list of submissions, ultimately heading toward the front page for maximum coverage. Visitors' votes can also bury a story.



DELICIOUS

- (U) **Delicious** is a social bookmarking service that allows users to tag, save, manage, and share web pages from a centralized source. Users post links to stories or other

media, write a brief description, and include tags to help when searching for a topic.

The Facebook logo is the word "facebook" in a white, lowercase, sans-serif font, centered within a dark gray rectangular box.

FACEBOOK

- (U) A free social media and networking site, **Facebook** allows commentaries, virtual gift exchanges between friends, and **photo** posting with captioning and commentaries. Facebook has approximately 845 million active users.



FOURSQUARE

- (U) **Foursquare** (www.foursquare.com) is a location-based SNS based on software for mobile devices. This service is available to users with GPS-enabled mobile devices.

UNCLASSIFIED

UNCLASSIFIED

POPULAR SOCIAL MEDIA WEBSITES (continued)

Users are able to "check-in" at different locations using a mobile website, text messaging, or a device-specific application by running the application and selecting from a list of locations.



MYSPACE

- (U) Similar to Facebook, MySpace is an interactive, user-submitted, network of friends, personal profiles, blogs, groups, photos, music, and videos.) MySpace had approximately 125 million users in June 2010.
-



TECHNORATI

- (U) Technorati is an Internet search engine specific to the blogosphere.

Technorati indexes 1.5 million new blog posts each day.



TWITTER

- (U) Twitter is a microblogging site that allows users to immediately post short text updates (up to 140 characters) on their current activities. Updates can be posted via computer or smart phone. The site is useful for linking to other websites and as a simple customer service tool. [Twitter reached 200 million users in 2011.]
-



YOUTUBE

- (U) YouTube allows users to upload, view, and share videos. Keyword

UNCLASSIFIED

UNCLASSIFIED

14

POPULAR SOCIAL MEDIA WEBSITES (continued)

tags drive the search function. It is highly recommended that tag fields of all videos be populated with useful keywording. YouTube has had 100 million U.S. viewers and over a billion videos viewed since January 2009.



(U) LinkedIn is the world's largest professional network on the internet with over 150 million members in over 200 countries.



PLEASE ROB ME

(U) When Twitter messages are sent through the location-based networking site Foursquare and aggregated, the users' current whereabouts are shared with the general public. This allows potential robbers to track when their victims are not at home.

UNCLASSIFIED

UNCLASSIFIED

OPERATIONS SECURITY (OPSEC) INCIDENTS & EXAMPLES

- (U) *The following incidents provide several real-world examples that highlight the threats posed by SNS.*
-

Incident

- (U) An FBI Intelligence Analyst (IA) posted information on LinkedIn that cited his position as an IA, his work on Russian and Chinese counterintelligence matters, and his specialties and abilities. His postings made him and the FBI susceptible to potential infiltration efforts by foreign counterintelligence officers, and may have disclosed or compromised sensitive information.

Suggested Countermeasure

- (U) Limit the amount of professional information that you post on SNS, and do not disclose that you are employed by or associated with the FBI.

Incident

- (U) The *CBS Early Show* reported on the "growing trend" of online auto fraud, detailing the case of Amanda Hanson, a woman with multiple sclerosis who had recently been a victim of a fraudulent online dealer. The dealer's website was made to appear legitimate by using information from an actual dealership, American Auto Sales, and displaying both Carfax and Better Business Bureau logos. CBS noted, "In 2009 the FBI received more than 6800 consumer complaints about auto fraud. 4300 complaints have already come in so far this year *The CBS Early Show*, July 14, 2010

Suggested Countermeasure

- (U) Verify the legitimacy of any website before providing personal and/or financial information to make a purchase.

UNCLASSIFIED

UNCLASSIFIED

16

Incident

- (U) The wife of the new head of [British intelligence agency] MI6 caused a major security breach, and left her family exposed, after publishing photographs and personal details on Facebook. *Times [of UK] Online July 5, 2009*

Suggested Countermeasures

- (U) Limit the amount of personal information you post on SNS, and do not disclose that you are employed by or associated with the FBI.

Incident

- (U) The FBI is warning parents to be on the lookout for predators who target children on popular SNS. Predators that used to lurk in chat rooms are now frequenting SNS such as Facebook and MySpace. *11 News, Houston TX, Alex Sanz June 10, 2010*

Suggested Countermeasure

- (U) Monitor children's use of the Internet and take advantage of parental control settings.

OPSEC Vulnerability

- (U) Authorities have reported that crooks are hacking into Facebook and MySpace accounts and messaging the account holders' friends to report that they have been robbed while vacationing abroad and need money to pay their hotel bills. *Beatriz Vaenzuela, Daily Press, VVDaily Press.com, July 7, 2010*

Suggested Countermeasure

- (U) Verify the information before sending any money. Contact family or other friends of the alleged stranded victim to ensure that he/she is really on vacation in another country.

UNCLASSIFIED

UNCLASSIFIED

CONCLUSION

- (U) SNS, webpages, email accounts, and wireless access points are all vulnerable to identity theft and information aggregation. Adversaries include hackers, foreign intelligence agents, terrorists, criminals, and pedophiles. They target individuals and their family, friends, neighbors, and coworkers. According to the Bureau of Justice statistics, an estimated 8.6 million households had at least one person 12 or older who were victims of identity theft. The Federal Trade Commission estimates that as many as nine million Americans have their identities stolen each year.
- (U) Malicious people need only a limited amount of personal information to steal or manipulate their victims' identities. For example, they can use the "Forgot Your Password?" feature available on most SNS to gain access to many of their victim's online accounts. This feature typically requires the user to answer three security questions before regaining access to the site. If the answers to these security questions cannot be found on the user's profile, then the perpetrator can use social engineering (via SNS chat) to contact the victim or his/her family members and solicit the desired information.
- (U) FBI personnel should protect themselves and the FBI by limiting the amount of personal information posted on SNS. Monitor your children's use of SNS; know who they are talking to and what they are talking about, and become familiar with the privacy settings on SNS. Remember that once you post information on the Internet, it will be there forever.
- (U) Don't become a victim; protect yourself and your family from online predators. Take advantage of the security and privacy settings on the sights you frequent the most. Remember that the adversary is in search of an easy target to exploit.
- (U) *For additional information, contact the FBI OPSEC Support Staff.*

UNCLASSIFIED

UNCLASSIFIED

18

GLOSSARY

(U) Common terminology related to social networking sites.

- (U) **AGGREGATION** - Gathering and remixing content from blogs and other websites that provide RSS feeds. Content is typically displayed in an aggregator (e.g., Bloglines, Google Reader) or directly on your desktop using software (i.e., a "newsreader").
- (U) **ALERTS** - Search engines like Google allow you to specify words, phrases, or tags that you want checked periodically, with results of those searches returned to you by email.
- (U) **ARCHIVE** - May refer to topics from an online discussion that has been closed and saved for later reference. On blogs, archives are collections of earlier items, typically organized by week or month.
- (U) **AVATARS** - Graphical images representing people within the social media arena. You can build a visual character with the body, clothes, behaviors, gender, and name of your choice. This may or may not be an authentic representation of yourself.
- (U) **BLOG CONTROL** - Social networking is difficult to control, as people can blog or comment on a number of different sites. This can be challenging for hierarchical organizations that are accustomed to centrally-managed websites.
- (U) **BLOGS** - Websites with dated items of content in reverse chronological order; self-published by bloggers. Articles (called posts) may have keyword tags associated with them, are usually available as feeds, and often allow commenting.
- (U) **BLOGOSPHERE** - A term used to describe the totality of blogs on the Internet, and the conversations taking place within that sphere.
- (U) **BOOKMARKING** - Saving the address of a website or content item, either in a browser or on a social bookmarking site (e.g., **Delicious**). If you add tags, then others can

UNCLASSIFIED

UNCLASSIFIED

easily find your research as well, and the social bookmarking site becomes an enormous public library.

- (U) **BROWSER** - The tool used to view websites and to access specific content (e.g., Microsoft Explorer, Safari, Firefox, and Google Chrome).
- (U) **BULLETIN BOARDS** - Historically, the earlier vehicles for online collaboration where users connected with a central computer to post and read email-like messages.
- (U) **CHAT** - An interaction on a website, with a number of people adding text items, one after the other, into the same space at (almost) the same time. A place for chatting, a chatroom differs from a forum because conversations happen in "real time," similar to face-to-face conversations.
- (U) **COLLABORATION** - Social media tools, from e-mail lists to virtual worlds, offer enormous scope for collaboration. Low-risk activities like commenting, social bookmarking, chatting, and blogging help

develop that trust necessary for collaboration.

- (U) **COMMUNITY BUILDING** - The process of recruiting potential community or network participants, and helping them to find shared interests and goals, use the technology, and develop useful conversations.
- (U) **CONSTRUCTIVES** - The science of applying social media viral mapping to a specific public affairs issue in order to determine projected outcome and to educate readers on projected paths.
- (U) **CONTENT MANAGEMENT SYSTEMS** - Software suites that offer the ability to create static web pages, document stores, blogs, wikis, and other tools.
- (U) **CONVERSATION** - Blogging, commenting, and contributing to forums are the currency of SNS, putting the "social" in social networking. A popular (mis)perception of bloggers is that they rant on a virtual soapbox without knowing who is listening.

UNCLASSIFIED

UNCLASSIFIED

20

- (U) **COOKIE** - Information (in this case, URLs and web addresses) created by a web server and stored on a user's computer. A cookie keeps a running history of a user's browsing patterns and preferences. People can set up their browsers to accept or not accept cookies.
- (U) **COPYRIGHT** - Sharing through social media is enhanced by attaching a Creative Commons license that specifies, for example, that content may be reused with attribution, provided that a similar license is attached by the new author.
- (U) **DEMOCRACY** - Social networking and media are potentially attractive to those who want to revive representative democracy, to those who promote participative approaches, or to both. Social media offers politicians and their constituents another communication channel. It also offers a wide range of methods for people to discuss, deliberate, and take action.
- (U) **DOMAIN NAME** - A method of identifying computer addresses.
- Every email address has a domain. An email address ending in ".edu" indicates the account is affiliated with an educational institution. A ".com" extension means that the account is business-related, and a ".gov" suffix indicates a government account.
- (U) **EMBEDDING** - The act of inserting video or photos to a website, or attaching them to an email.
- (U) **FACE-TO-FACE** - Used to describe people meeting offline, as in "real world" interactions.
- (U) **FACILITATOR** - Someone who helps people in an online group or forum manage their conversations.
- (U) **FEEDS** - The means by which you can read, view, or listen to items from blogs and other RSS-enabled sites without visiting the sites, by subscribing and using an aggregator or newsreader.
- (U) **FLASH** - Animation software used to develop interactive graphics for websites, as well as desktop presentations and games.

UNCLASSIFIED

UNCLASSIFIED

- (U) **FORUMS** - Discussion areas on websites where people can post messages or comment on existing messages asynchronously, (i.e., independently of time or place).
- (U) **FRIENDS** - Contacts on SNS whose profiles you link to in your profile, thereby creating your network. On some sites, people have to accept the link. In others, they do not.
- (U) **GROUPS** - Collections of individuals with some sense of unity through their activities, interests, or values. They are bounded: you are either in a group or not. They differ from networks, which are dispersed and defined by nodes and connections.
- (U) **HYPERLINK** - Text, images, or graphics that, when clicked on with a mouse or activated by keystrokes, will connect the user to a new website. The link is usually highlighted, underlined, or color texted, or is a "button" of some type.
- (U) **INSTANT MESSAGING (IM)** - Chatting with one person using an IM tool (e.g., AOL Instant Messenger, Microsoft Live Messenger, or Yahoo Messenger). IM can be a good alternative to email for a rapid exchange. Problems arise, however, when people in a group are using different IM tools that do not connect.
- (U) **LISTENING** - In the blogosphere, the art of skimming feeds to see what topics are currently popular, and setting up searches that monitor when an organization is mentioned.
- (U) **LISTSERV** - A list of email addresses of people with common interests. Software enables people who belong to the list to send messages to the group without typing a series of addresses into the message header.
- (U) **NETWORKS** - Structures defined by nodes and the connections between them. In social networks, the nodes are people, and the connections are the relationships that they have. Networking is the process by which you develop and strengthen those relationships.

UNCLASSIFIED

UNCLASSIFIED

22

- (U) **NEWSGROUP** - An Internet "site" centered on a specific topic or course. Some newsreader software can "thread" together discussion(s) on various topics that have a central theme.
- (U) **NEWSREADER** - A website or desktop tool that acts as an aggregator, using RSS feeds to gather content from blogs and similar sites. Content can then be read in one place, rather than on multiple sites.
- (U) **ONLINE COMMUNITIES** - While the majority of people using these sites do not pose a threat, malicious people may be drawn to them because of the accessibility and amount of personal information that is available. The more information malicious people have about you, the easier it is for them to take advantage of you. Predators may form relationships online and then convince unsuspecting individuals to meet them in person, creating a potentially dangerous situation. Malicious people may also use your personal information to persuade you into giving them information that they should not have access to (social engineering).
- (U) **OPEN-SOURCE SOFTWARE** - Software available under a license that permits users to study, change, and improve the software, and to redistribute it in modified or unmodified form. It is often developed in a public, collaborative manner.
- (U) **PEER-TO-PEER** - Refers to direct interaction between two people in a network. Since each peer is connected to other peers in the network, the opportunity for further sharing and learning is extensive.
- (U) **PHOTOSHARING** - Uploading images to a website such as Flickr or Picasa, adding tags, and offering people the opportunity to comment on or even reuse your photos if you add an appropriate copyright copying license.
- (U) **PODCAST** - Audio or video content that can be automatically downloaded through a website subscription and viewed or listened to offline.

UNCLASSIFIED

UNCLASSIFIED

- (U) **ONLINE PRESENCE** - Refers either to your name's searchability or whether you use tools that show you are available for contact by instant messaging, voice-over-IP, or other synchronous methods of communication.
- (U) **PROFILES** - Information users provide about themselves when signing up for SNS. This may include personal and business interests, "blurbs," tags to help in searching for like-minded people, and/or photographs.
- (U) **SHARING** - Offering other people the use of text, images, video, bookmarks, or other content by adding tags and applying copyright licenses that encourage use of content.
- (U) **SOCIAL MEDIA** - Tools and platforms that people use to publish, discuss, and share content online. These tools include blogs, wikis, podcasts, and sites that share photos and bookmarks.
- (U) **SOCIAL NETWORKING** - Online sites where users can create profiles and socialize with each other using a range of social media tools (e.g., blogs, video, images, tags, lists of friends, forums, and messages).
- (U) **STREAMING MEDIA** - Video or audio content that is intended to be listened to online but not permanently stored.
- (U) **THREADS** - Strands of conversation.
- (U) **TRANSPARENCY** - Enhances searching, sharing, self-publishing, and commenting across networks, and makes it easier to be up-to-date on any situation where there is online activity.
- (U) **TROLL** - A hurtful yet possibly valuable person who, for whatever reason, is simultaneously obsessed with and annoyed/offended by everything written on a particular blog. Although blog owners can block trolls from commenting directly on their blogs, they cannot prevent trolls from commenting on other sites and pointing back to their blogs. Trolls can also create their own blogs and write posts

UNCLASSIFIED

UNCLASSIFIED

24

that point back to the blogs they are targeting.

Trolls also appear on bulletin boards, forums, chat rooms, and social media sites, not just blogs.

- (U) **URL** - The technical term for a web address. It is a Uniform Resource Identifier (URI) that specifies where an identified resource is available and the process for retrieving it.
- (U) **VIRTUAL WORLDS** - Online communities such as Second Life, where users can create representations of themselves (avatars) and socialize with other residents. Basic activity is free, but virtual currency can be bought with real money in order to purchase land and trade with other residents. Second Life is being used by some organizations to facilitate discussions, virtual events, and fundraising.
- (U) **WEB 2.0** - A term coined by O'Reilly Media in 2004 to describe blogs, wikis, SNS, and other Internet-based services that emphasize collaboration and shar-

ing, as opposed to less interactive publishing that views the Internet merely as a platform.

- (U) **WIDGETS** - Stand-alone applications that can be embedded in other applications, such as a website or desktop, or viewed on a personal electronic device. They may help with tasks such as subscribing to a feed, running a specialized search, or making a donation.
- (U) **WIKI** - A web page or set of pages that can be edited collaboratively. The best-known example is Wikipedia, an encyclopedia created by thousands of contributors across the world. Once people have the appropriate permissions set by the wiki owner(s) they can create pages and/or add to and alter existing pages.

UNCLASSIFIED

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

UNCLASSIFIED

Security Program Unit
935 Pennsylvania Avenue, NW
Washington, DC 20535
Security Division
The OPSEC Support Staff



b7E

UNCLASSIFIED